



### Hype Train FC Bio:

The Hype Train began as an FPL and football website in March 2015, and in July 2019 we formed Hype Train FC, becoming the first Fantasy Football website in the UK to go from fantasy to the field.

The club competed in the East Berks Football League (EBFL) between 2019 and 2025, before moving to the Thames Valley Premier League (TVPL) from the 2025/26 season.

The club is based in Reading, England, and compete in the Berks & Bucks FA region, which covers Reading, Slough, Oxford, Milton Keynes, Newbury, Basingstoke, and other smaller areas.

Every game and training is recorded using a VEO camera.

### Club Owners:

Robert Austin (Secretary)  
Sam Austin (Chairman)

### Club Honours:

2x EBFL Presidents Cup  
(2021/22 and 2024/25)

### Social Media:

@HypeTrainFC

### Email:

contact@thehypetrain.co.uk

### Websites / Domains:

TheHypeTrain.co.uk  
HypeTrainFC.com  
hypetra.in

### Club History:

**2015:** Started our football & FPL website TheHypeTrain.co.uk  
**2016 & 2019:** Football Content Awards, 'Best Fantasy Football Blog' finalist  
**2019:** Formed Hype Train FC in July 2019 ahead of the 2019/20 season  
**2020:** Berks & Bucks FA 'Goal of the Season' winner  
**2021-2024:** Competed in the Reading Sunday League (RDSL)  
**2021-24:** 4x Football Berkshire Awards, 'Best website or Blog' finalists  
**2021:** Reading Sunday Social League (RSSL), finalist runners-up  
**2022:** Reading & District Sunday League, Division 4 runners-up  
**2022:** The club wins its first trophy, the EBFL Presidents Cup  
**2022:** England Football Awards, 'Volunteer of the Year' finalist (R. Austin)  
**2025:** We reached the Slough Town Junior Cup final for the first time  
**2025:** The club wins a second trophy, winning the EBFL Presidents Cup  
**2025:** Moved to Step 7 league; Thames Valley Premier League  
**2026:** Club rebrand and launch of Hype Football channel

### Developments for and during the 2026/27 season:

**Return to Sunday League:** In addition to our Saturday League team, Hype Train has expanded to add a team into the Reading & District Sunday League's Division 4. The club has grown its membership to 100+ players.

**New Kit Supplier:** Hype Train has moved from Kitlocker to English based Admiral Sports for the 26/27 season.

**Retained Sponsors:** Two companies, JF Kelly Electrical & All Seasons Scaffolding, have continued their partnership with the club.

**Launch of Hype Football:** In August 2026 the club has launched the new content arm of Hype Train, with Hype Football bringing together a partnership of an initial 4 clubs; Hype Train, Harchester Hawks, Sandhurst Men Reds, and Berks United. All clubs have been sponsored by Hype Train FC to be outfitted with a VEO camera, with the best from all partner clubs, alongside historic Hype Train content featured across Instagram, YouTube, and TikTok channels.

**YouTube Growth:** Over the past 20 months, the club has grown its YouTube channel from 350 subscribers to 2.4k organic subs. The club has scored over 850 goals, with daily Shorts being published to catalogue our entire Goal History, with Shorts being the main source of channel growth

- We have invested in creating bespoke motion graphics to enhance the production in our match highlights videos
- Our aim is to become monetised on YouTube in 2027.

### Our Five-Year Growth Plan:

#### Expanding the club and member base:

In 2025, we set an aim to grow the squad by a minimum of 3 teams within a 5-year period, to include a *Saturday Reserve* team, A *Sunday* squad, a *Veteran's* outfit, and a dedicated *Women's* team.

- **Saturday Firsts:** Our aim is to be a member of the TVPL Premier Division by 2029. The club sits in Division One and our ambition in the coming years is to keep growing the membership and sponsorship of the club to facilitate a move to Step 7 football.
- **Saturday Reserves:** The 6-tiered TVPL is perfect for adding Reserve and Development squads. With promotion to the TVPL Premier Division, the club will establish a Reserve outfit to continue supplying football for the club's existing and growing player base.
- **Sunday:** A confirmed outfit for the Reading Sunday League for the 2026/27 season. The club will compete in Division 4. This squad features several veteran players that will look to splinter into a Vets outfit, expanding the team to two Sunday squads.
- **Women's:** We are looking to build connections and a base of players to compete in the Thames Valley Counties Women's Football League.

#### Coaching and Volunteer opportunities:

The club currently offers any player and volunteer to complete the FA First Aid course for free. We would like to add Coaches and more volunteers to the club by offering discounted or free Introduction to Football Coaching (FA Level 1) coaching courses.

- Starting September 2026, Robert Austin will be partaking in the UEFA C coaching course, the second stage UEFA coaching badge

#### Enhanced media and production:

The club current boasts 4 VEO cameras for the Hype Football partner club, and 1 Canon 80D camera to capture gameday footage and photography. We are hoping to add a specialised photography camera to enhance the club's graphical fidelity.

- Increasing our production equipment would allow the club to sell photography in an online store to help raise club funds.
- The club would like to add an additional Hype Football partner club each season